

**MINUTES  
HISTORIC PRESERVATION COMMISSION  
OF THE CITY OF GREEN BAY  
Monday, March 11, 2013  
Room 210, City Hall  
4:00 p.m.**

**PRESENT:** Roger Retzlaff, Jacqueline Frank, Alderman Mark Steuer, Chris Naumann, Susan Ley

**EXCUSED:** Jeanine Mead, Melissa Hauk

**ALSO PRESENT:** Bill Kloiber, Ald. Boyce, Neil White

The meeting was called to order by Roger Retzlaff at 4:00 p.m.

**1. APPROVAL OF MINUTES AND AGENDA**

- a. Approve February 11, 2013 Minutes

Motion made by Chris Naumann to approve the February 11, 2013 Minutes, seconded by Ald. Steuer. All in favor. Motion carried.

- b. Modify and adopt agenda

Roger Retzlaff indicated the agenda will be modified regarding two items listed under the "New Business" section below. Because the "Preliminary Review Form" has not yet been drafted, this item will be postponed for discussion at a later date. Photographs are not available at this meeting for "Building Demolitions for Navarino Park," so this item will also be tabled at this time.

Motion made by Ald. Steuer to approve the modified agenda, seconded by Susan Ley. All in favor. Motion carried.

**2. DESIGN REVIEW**

- a. Review and discuss renovations at 1015 S. Monroe Avenue – Window Replacement Phase 2 at Aldo Leopold School

Mike Stangel (Green Bay Area Public Schools) and Jeff Lueck (Lueck's Incorporated) appeared at the meeting. They came before the HPC last year regarding this project, and Phase 1 is now completed. The windows were replaced on the northwest corner of the building (the oldest portion). They are now ready to begin Phases 2 and 3 (the northeast corner of the building). This will complete the window replacement project. Phase 2 should be completed this summer and Phase 3 next summer, depending on funding. It

will be the same window and detail. The total project consists of replacing approximately 150 windows.

Motion made by Chris Naumann to approve Phases 2 and 3 window replacements at 1015 S. Monroe Avenue, seconded by Jacqueline Frank. All in favor. Motion carried.

b. Review and discuss renovations at 412 Dousman Street

No one appeared on behalf of this property, but Chris Naumann provided the following information.

This building is owned by Bill Widmer and is located between Glass Nickel Pizza and House of Homebrew (also owned by Bill Widmer). It has been under renovation for about a year. The two second story apartments are currently occupied and Mr. Widmer recently obtained occupancy for the ground floor ("A Bag Lady"), which opened two weeks ago. This is a women's medium to high end accessory store. Work still needs to be done on the façade. Mr. Widmer intends to put stacked stone on the front of the building.

Chris acknowledged he is not a huge fan of the reused sign. The show owners have asked if they qualify for a sign design grant from On Broadway. They were declined because the sign does not meet the minimum design requirements. Chris suggested they get approval from the City. The letters for the sign are large and illuminated. They are trying to make it fit on the façade. Ald. Steuer feels the sign isn't overly exciting and is very plain. The owners want to reuse this sign because it was previously on a store in Minneapolis.

Motion made by Ald. Steuer to table approval until a representative can appear to discuss the building façade and the sign, seconded by Susan Ley. Four in favor, one abstention (Naumann). Motion carried.

Chris Naumann abstained because he has been working with the owners.

**Note:** See more discussion regarding this property further down in the minutes.

### 3. REPORTS

a. Preliminary review form

This item will be discussed at a later date. Roger will work with the Inspection Department to draft a form so applicants can seek preliminary design review prior to obtaining a permit.

b. Demolition waiting period

Ald. Steuer met with Attorney Kail Decker. Kail indicated he is waiting for the HPC's recommendations. Ald. Steuer has looked at Allouez's and De Pere's ordinances. Neither has a 30 day waiting period and both ordinances are similar. They have categories such

as “Purpose and Intent,” “Definitions,” “Composition of Historic Preservation Commission or Committee.” They describe historic structures, sites, districts and criteria. There are “Powers and Duties,” “Procedures,” “Interim Control,” and “Performance of Regulations and Penalties.”

Ald. Steuer would like to compare the current ordinances of De Pere, Allouez and Green Bay.

Bill Kloiber stated he was recently contacted by realtors in the area who read the recent article in the *Press Gazette*. They are concerned about the 30 day waiting period.

Ald. Steuer discussed the Smart Growth 2022 Plan for the City which takes into account the 1988 intensive survey. It states the historic preservation advisory ordinance is the way to go because rules and regulations would delay development. Ald. Steuer asked the Commission how they would like him to proceed at the council level. He, personally, would like to see them have more stringent control.

Neil White brought up the Farmers’ Exchange Building at 1250 Main, stating there is significant interest in keeping it upright and sound. Public complaints have been filed with the city about the condition of the building. The city attorneys have issued a raze or repair order on the property.

Chris Naumann feels that not having more stringent controls with the Historic Preservation Ordinance enables those who have a desire to let their buildings fall apart do so. For the betterment of the city and creating a stronger foundation for economic development, Chris feels the Commission needs to move forward.

Neil White feels however the educational process occurs, whether it’s through this body or not, it should be stressed that historic preservation is an economic development tool and a way to improve the assets you have. It is also a way to improve the appeal of your business. There are mountains of data at the national and state level that will showcase this. Neil stated a position paper was submitted recently which they hope will turn into a bill that showcases the values of historic preservation. In Dubuque and other cities in Iowa, where they heavily support it, the values of properties has risen, even during the recession.

Neil stated an ordinance was proposed a few months ago in the Milwaukee area. If a property is falling apart and stabilization costs amount to less than three times of what it would to demolish, it must be stabilized and maintained.

Ald. Boyce asked in the property at 1250 Main Street had been recently inspected. Neil indicated is has. Ald. Boyce suggested only taking out the façade and shifting it over to Heritage Hill. Neil indicated at that point it no longer becomes an economically viable building, only a museum piece.

Ald. Steuer asked for assistance in drafting something to give to the city attorneys to work with. The Commission could draw up the framework listing their intent and then give it to the legal department to help with the verbiage.

Roger Retzlaff would prefer a 45 day waiting period, based upon the fact the HPC only meets once a month. Roger would like this item to be addressed separately from the ordinance, because if they wait for the ordinance it could be a long time.

Roger closed the discussion stating they need to get the Inspection Department and the City Attorney involved in putting together operating procedures.

**Note:**

Sheri Omernik (Orde) arrived at this time to represent the renovations at 412 Dousman Street. Motion made by Ald. Steuer to reopen discussion regarding 412 Dousman Street, seconded by Susan Ley. All in favor. Motion carried.

Roger told Sheri the HPC discussed the sign and would like to see what happens with the façade before they approve it. Sheri stated they are facing the building with a stone veneer which will be a little lighter than that used for House of Homebrew. The raceway supporting the sign letters is to match the color of the stone and will be surface mounted.

Chris Naumann stated this has not yet been brought before On Broadway's design committee. They meet again next week.

Motion made by Ald. Steuer to approve the renovations at 412 Dousman Street contingent upon the recommendation of the On Broadway, Inc. Design Committee, seconded by Chris Naumann. All in favor. Motion carried.

c. Awards program

Roger reported no awards nominations have yet been submitted.

d. Website update

Roger has communicated with Chris Rand and gave him information to add to the website. The property nomination form is now accessible and links to the other historical organizations are also available.

e. Update to Historic Preservation Ordinance  
i. CLG Application

No further discussion at this time.

**4. CORRESPONDENCE**

None.

## 5. **OLD BUSINESS**

- a. Strategic planning
  - i. consolidate and prioritize projects – discussed at February meeting
  - ii. prospective additional projects list
    - 1. periodic notification to property owners within historic districts
    - 2. historic preservation information and education campaign
    - 3. update to intensive survey
    - 4. provide more resources on website
    - 5. partner with other communities and historic organizations within community
  - iii. review past goal setting documents – further discussion

Motion made by Ald. Steuer to table discussions regarding strategic planning until next month's meeting, seconded by Chris Naumann. All in favor. Motion carried.

## 6. **NEW BUSINESS**

- a. Preliminary review form

Motion made by Roger Retzlaff that the HPC meet with the Building Inspection Department to develop a Preliminary Review Form for owners who want to get approval for renovations prior to applying for a permit, seconded by Chris Naumann. All in favor. Motion carried.

- b. Building demolitions for Navarino Park

This item will be discussed at a later date.

- c. Review monthly building activity report

A motion to receive and place on file the February monthly building report was made by Chris Naumann, seconded by Susan Ley. All in favor. Motion carried.

## 7. **OTHER ANNOUNCEMENTS, CORRESPONDENCE AND NEWS**

Chris Naumann reported a sign grant program is available with On Broadway, Inc. which encourages businesses to construct nicer, more historic signs. Unfortunately, the resources which fund this program are frozen at this time because of work with Glass Nickel Pizza's parking facilities. New resources are being researched. This money is for blight remediation. Façade and sign grants and parking lot improvements are part of the program.

Regarding the recent historic preservation article in the *Press Gazette*, Susan Ley said her sister who lives in Milwaukee saw it in the *Milwaukee Sentinel*.

Chris Naumann said people in Madison are paying attention to what happens with this demolition waiting period legislation. Because Green Bay initiated it, it could bring Green Bay some good favor in preservation circles.

Susan Ley said it will be interesting to see how strict the ordinances are in Savannah and Charleston. She will research them.

**8. NEXT MEETING DATE**

The next meeting date of April 8, 2013 at 4:00 p.m. was confirmed.

**9. ADJOURNMENT**

A motion to adjourn was made by Chris Naumann, seconded by Susan Ley. All members voted in favor of the motion. Motion carried.